

# NASLIF K

## DIGITAL MARKETING EXECUTIVE

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### CONTACT

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Portfolio: [naslifk.in](http://naslifk.in)  
LinkedIn: [Naslif K \(Digital Marketer\)](https://www.linkedin.com/in/naslif-k-digital-marketer/)  
Location: Kannur, Kerala

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### EDUCATION

**Digital Marketing**  
Opentutor Digital Academy, Kannur  
January 2026

**BBA-Bachelor of business administration**  
Kannur university  
2017-2020

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### TECHNICAL SKILLS

- SEO-Search Engine Optimization
- SMM-Social Media Marketing
- SEM-Search Engine Marketing
- WEB Designing-WordPress
- Canva

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### SOFT SKILLS

- Creativity
- Analytical Thinking
- Problem Solving
- Communication skills
- Adaptability
- Time Management
- Teamwork

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### LANGUAGES

- English
- Malayalam

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### PROFESSIONAL SUMMARY

Detail oriented Digital Marketing Executive with expertise in SEO, SMM, SEM, and website management using WordPress. Experienced in creating engaging content and visuals using Canva to support brand visibility and lead generation. BBA graduate with a solid foundation in marketing principles, business strategy, and performance analysis. Committed to continuous learning and delivering measurable digital growth.

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### WORK EXPERIENCE

**Digital Marketing Intern** January 2026  
Opentutor Digital Academy, Kannur

- Assisted in content planning and creation, including content calendars, blog posts, copywriting, and social media posts.
- Supported SEO, website, and landing page tasks such as basic SEO audits, SEO reporting, website updates, and user experience improvements.
- Helped with brand strategy presentations and the execution and monitoring of Google Ads while learning performance analysis using Google Analytics and Google Search Console.

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### CERTIFICATIONS

- 4 Months Digital Marketing Course Certificate
- Semrush Academy
- Hubspot Content Marketing
- Google Analytics
- Hubspot Social Media Marketing
- Google Ads Search
- Google Ads Video

# PROJECTS AND PRACTICAL EXPERIENCES

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## SMM SOCIAL MEDIA MARKETING

- Created a content calendar for **Cake Studio Kannur** to plan and organize consistent social media posts. (demo)
- Created and presented a digital marketing strategy for **Cake Studio Kannur** to improve brand presence online.(demo)
- Created ad and billboard copy for the brand **Wayandan Pickle** as part of a copywriting project. (demo)
- Ran a Meta ad campaign for a **Design School powered by Opentutor** as part of my internship, focusing on increasing engagement.

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## SEM SEARCH ENGINE MARKETING

- Worked on running and evaluating the performance of a Google Search ad campaign for **Design School powered by Opentutor**.

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## SEO SEARCH ENGINE OPTIMIZATION

- Keyword Research done for **Softzone Interiors**, **Amster Movers** and **Handyman**.
- Site Audit for **Design School Powered by Opentutor**.
- SEO Strategies for **GreenGrove**.
- Backlink building for my portfolio website ([naslifk.in](http://naslifk.in)).
- Created SEO focused blogs on WordPress and external platforms for backlink building and organic growth.

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## WordPress-WEB DESIGNING

- [GreenGrove: Grow Green, Live Well](#).
- [Interior design company-KNR Interiors](#).
- [MindHaven-Landing Page](#).
- [Luxury Real Estate Agency](#).
- [Digital Marketing Agency-NK DIGITAL SOLUTIONS](#)

## E-COMMERCE WEBSITE

- Developed a sample e-commerce website to understand online selling and product management. (<https://shop.naslifk.in/>)

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